

The purpose of this research is to find out product development strategy and marketing strategy of traditional food and drink in the House of Raminten of Kotabaru Yogyakarta. Data analysis techniques are used to determine the marketing strategy in the House of Raminten is SWOT analysis (Strength, Weakness, Opportunities, Threats). The research shows the applied product development Strategy in the House of Raminten was a modified strategy of product mix, expanding product lines, adding to the image of the benefits of the products (product complement) and product diversification. The results of the SWOT analysis demonstrates that the position of the House of Raminten is located on point 2.120 and 1.889, this position lies in quadrant I, where the House of Raminten in favor of the aggressive strategy (support policies for growth). Key Words: Product Development Strategy, Marketing Strategy ,Traditional food.

